

The Influence of Hedonistic Motives, Fashion Interest, and Positive Emotions on the Impulsive Buying of Fashion Products with Sales Promotion as Moderating Variables

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ABSTRACT

This study analyzes the effect of hedonic motives, fashion involvement, and positive emotions on impulsive buying of fashion products with sales promotion as a moderating variable. This quantitative study used the accidental sampling method. The sample was 122 respondents. Analysis techniques were used based on Partial Least Square (PLS) to test the hypotheses. The results indicate that 1) hedonic motives, fashion involvement, and positive emotions have a positive and significant effect on impulsive buying fashion products, 2) sales promotion, sales promotion, and sales promotion can strengthen the influence of positive and significant positive emotions on the impulsive buying of fashion products.

Keywords: Fashion Involvement, Hedonic Motives, Impulsive Buying, Positive Emotion, Sales Promotion

JEL Classification: H00, M10, M19

INTRODUCTION

The development of information technology can now be used as a tool in an information system built in a business. It also leads to an unpredictable business environment (Ernawatiningsih and Kepramareni, 2019). For example, the increasingly fierce business competition in the current era of globalization demands companies to recast their business strategies and tactics by utilizing the sophistication of this technological development. That way, the essence of business competition lies in how a company can implement the marketing process of its products or services cheaper, better, and faster than its business competitors or create different and unique products that other companies cannot produce. The emergence of a change in the way information is accessed from conventional, turning into a digital way causes many companies to use technology to compete in business by utilizing electronic commerce (e-commerce).

Indonesia leads the ranks with the fastest e-commerce growth with 78% growth in 2018 (Widowati, 2019). It can be concluded that the use of information technology such as e-commerce has finally increased to penetrate all categories, not least the fashion world. Technology is an innovation in cutting-edge solutions that usually seem rigid; this is contrary to fashion, a world filled with designs or models and elegance of a way of dressing and culture. However, the fashion industry is now starting to adopt technology as a vital instrument. It can even be said, the industry today cannot escape the interference of technology. The influence of technology on fashion is slowly starting to create a positive effect for designers and fashion watchers because the collaboration of technology and fashion can present functional solutions that can make it easier for companies to promote their fashion products. Apart from this, this phenomenon can be a challenge for companies that promote their fashion products online and offline in their respective retail outlets.

For example, Parkson Departement Store, a company engaged in the fashion and lifestyle industry, has done various promotions that appeal to its customers, both through the main website, and sales promotions directly moved by them with several offers such as discounts, buy one get one, member cards, and many more. With this offline promotion program, Parkson can attract costumers' attention, especially for those who shop offline /directly visit outlets and have the characteristics of buying fashion products quickly and unplanned (impulsive buying) and high interest in fashion products. As we know that Indonesia is a developing country that can be used as a potential target in product marketing, we need to learn the unique behaviors possessed by Indonesian consumers.

LITERATURE REVIEW

Impulsive Buying

One form of consumer behavior is consumers who have no plans in shopping or impulsive buying (buying without a plan/spontaneous buying when interested in a product while shopping). A planned purchase involves a time-consuming search for information with rational decision making, whereas an unplanned purchase refers to all spending decisions made without prior planning. Impulsive buying is distinguished from unplanned purchases in quick decision-making (Dhurup, 2014).

Hedonistic Motives

The existence of factors that cause the emergence of impulsive buying behavior, according to Dhurup (2014), is the first hedonistic motive in shopping. The hedonist in question is a characteristic that measures the extent to which consumers find pleasure and fun in shopping. Thus, they are more likely to make impulsive buying when they are motivated by hedonistic desires or on non-economic grounds (Hausman, 2000). In

addition, clothing-oriented impulsive buying behavior can be motivated by new fashion styles that drive the consumer's hedonistic shopping experience.

Fashion Interests

The next factor is fashion interest. According to Dhurup (2014), fashion involvement is the level of consumer engagement with fashionable clothing. This fashion engagement refers to a person's interest in fashion products such as clothing. Park, Kim, and Forney (2006) found that fashion involvement is very closely related to personal characteristics and fashion knowledge, affecting consumer confidence in making purchasing decisions. In addition, a positive relationship between engagement levels and clothing purchase modes resulted in consumers with high fashion involvement preferring impulsive buying of clothing.

Positive Emotions

Another factor is the presence of positive emotions felt by consumers. According to Dhurup, (2014) high impulsive buying may be influenced by emotional (irrational) attraction. The occurrence of impulsive buying is because consumers rely on emotional responses when shopping and the positive feelings of buyers who positively correlate with their motivation to buy. Researchers assert that strong emotions influence actions, including impulsive buying (Beatty & Ferrell 1998). Aside from some of these factors, the understanding of impulsive buying seems also to be obtained by manufacturers or marketers, seen by more and more stores/shopping centers or other manufacturers and marketers who provide many offers for (prospective) consumers, such as promotional programs (Mulyono, 2012).

Sales Promotion

Consumers often make impulsive buying not only because of the influence of consumer behavior such as hedonistic motives, fashion interests, and positive emotions but also reinforced by consumers interested in sales promotion. Therefore, with the exposure of factors that can influence a person's impulsive buying behavior, retailers must be more creative in devising marketing strategies to attract consumers. This becomes an important thing that marketers in every modern retail store need to pay attention to by knowing consumer/customer shopping behavior as the target market in modern retail stores. This study analyzes the influence of hedonistic motives, fashion interest, positive emotions on impulsive buying and whether sales promotion can increase or strengthen the behavior of consumers to have impulsive buying behaviors.

RESEARCH METHOD

This study was conducted in September 2019 and focused on one of the shopping outlets, Parkson Departement Store in Yogyakarta, selected because many consumers or special visitors are attracted to fashion products. We obtained data from visitors and analyzed it by quantitative methods.

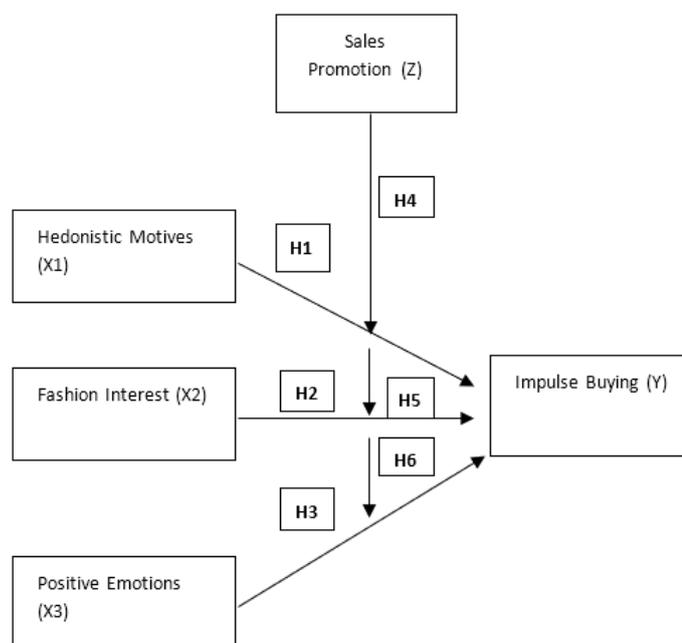
The collection of data and information are primary and secondary data. Primary data is sourced from a questionnaire distributed through Google form. The secondary data was collected by literature studies, articles, and reliable data from the internet.

The sampling technique was accidental sampling, an accidental determination of samples yet following the purpose of the study. The number of respondents was 157 respondents, but those who passed the provisions of the study amounted to 122 respondents with indicator variables used are 34 indicators.

This research began with descriptive analysis, which explains the characteristics of respondents. To test the relationships and influences of each variable, SEM (Structural

Equation Modelling) with a Partial Least Square (PLS) approach and Smart PLS 3.0 software were used. The variable measurements were conducted using the Likert scale, to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2011). Using the Likert scale, the respondents were asked to fill out a questionnaire showing their approval level for a series of questions. Figure 1 illustrates the framework for this study.

Figure 1. Research Framework



H₁: The influence of hedonistic motives on impulsive buying

H₂: The effect of fashion interest on impulsive buying

H₃: The effect of positive emotions on impulsive buying

H₄: Sales promotion reinforces the influence of hedonistic motives on impulsive buying

H₅: Sales promotion reinforces the influence of fashion interest on impulse buying

H₆: Promotion reinforces the influence of hedonistic motives on impulsive buying.

Table 1. Operational Definition of Variables

Variable	Operational Definition	Indicators	Source
Impulsive buying (Y)	It is an unplanned purchase and refers to all spending decisions made without prior planning and quick decision making (Dhurup, 2014).	<ol style="list-style-type: none"> 1. Spontaneity 2. Cannot resist the urge to buy a fashion product 3. Unplanned purchases 4. Indifference to the consequences of purchasing a fashion product 5. The purchase was made suddenly due to the encouragement of several things. 	Hausman, (2000)

		<ol style="list-style-type: none"> 6. There is a strong desire to buy a fashion product. 7. Buying products with the latest fashion styles/ models 8. Buying to try out the latest fashion style products 9. Buying clothes that have just come out (new arrival) 	Park et al. (2006)
Hedonistic Motives (X1)	Hedonistic consumption encompasses aspects of behavior associated with multi-sensory and fantasy-driven benefits such as fun to actually buy or use products, shop for adventure and socialization (Arnold & Reynolds, 2003).	<ol style="list-style-type: none"> 1. Shopping for items with patterns/colors according to the latest trends 2. Satisfying curiosity 3. Feeling a new experience 4. Getting a new look 5. Shopping for socializing 6. Shopping to entertain yourself 7. Shopping to satisfy a passion 	Hausman, (2000)
		<ol style="list-style-type: none"> 8. Meeting the curiosity 	Park et al. (2006)
Fashion Interests (X2)	Fashion involvement in clothing is strongly related to personal characteristics (i.e., women and young people) and fashion knowledge, affecting consumer confidence in purchasing decisions (O'Cass, 2004).	<ol style="list-style-type: none"> 1. Trendy style of appearance (trend) 2. Fashion is important. 3. Shop for fashion products in an interesting place 4. Dressing for fashion is not for comfort 	Park et al. (2006)
		<ol style="list-style-type: none"> 5. Distinguishing self-characteristics from others 6. When wearing a favorite fashion product, making others interested in seeing it 7. Trying fashion products first 8. Knowing the latest fashion more compared to others 	Kim, (2005)
Positive Emotions (X3)	Positive emotions are emotions that can bring positive feelings to someone who experiences them, such as a pleasant emotional experience or encouragement.	<ol style="list-style-type: none"> 1. Feeling happy when shopping 2. Feeling satisfied when shopping 3. Comfortable feelings when shopping 3. Feelings of excitement when shopping 	Park et al. (2006); Baron and Byrne (2003)
Sales Promotion (Z)	Sales promotion is related to the incentive of buying in the form of rewards to consumers that	<ol style="list-style-type: none"> 1. Discounts/Discounts 2. Free coupons and subscriptions 3. Price Plan (buy two get one free) 4. Loyalty Program (Membership 	Nagadeepa, Selvi, and Pushpa (2015)

	aim to increase short-term sales (Totten & Block, 1994)	Card)	Weerathunga and Pathmini (2015)
		5. Contest/Event 6. Product display 7. Discounts on product combinations 8. Gift exchange voucher 9. Sweepstakes at a particular event	

Table 1 presents the operational definition and indicator used in this study. Operational variables describe the variables to be studied, the definition of variables, indicators, the source of each variable, the source of each indicator, the year, and the scale of measurement used.

Instrument tests comprise validity and reliability tests. The validity test is used to measure whether the questionnaire as a measuring tool is correct. If the significance value of $\alpha \leq 0.05$, an item is considered valid (Ghozali, 2011). Reliability tests are used to determine whether the measurement results remain consistent if taken measurements more than once against the same symptoms using the same measuring instrument. If the Value of Cronbach Alpha > 0.60 , the question point in the questionnaire is declared reliable and vice versa (Ghozali, 2011).

RESULTS

Respondent Characteristics

Impulsive buying factors against Parkson Departement Stores influenced by hedonistic motives, fashion interests, and positive emotions reinforced by sales promotions need to be analyzed demographically. Demographic aspects of the study consisted of gender, age, occupation, pocket money/income, and statements about whether respondents had made impulsive buying of Parkson Department Store fashion products. The list of respondents who have filled out questionnaires is shown in Table 2.

Table 2. Respondent Profile

Information	Total	Percentage
Number of samples	157	100%
Work:		
Student/Student	133	84.7%
Civil Servant	0	0%
Private/Private Employee	10	6.4%
Self-employed	11	7%
Housewife	2	1.3%
Private Teacher	1	0.6%
Income/Pocket Money:		
< Rp 1,000,000	61	38.9%
Rp 1,000,000 to < Rp 2,000,000	64	40.8%
Rp 2,000,000 to < Rp 3,000,000	19	12.1%
>Rp 3,000,000	13	8.3%
Age:		
17 to < 25 years old	141	89.8%
25 to < 30 years	7	4.5%
30 to < 35 years old	0	0

>35 years	9	5.7%
Gender:		
Women	129	82.2%
Men	28	17.8%
Making Impulsive buying of Fashion Products at Parkson Department Store:		
Yes	122	77%
No	35	22.3%

The Effect of Hedonistic Motives, Fashion Interests, and Positive Emotions on Impulsive buying and Sales Promotions as Moderating Variables

Hypothesis testing in this study applies the PLS method with the help of Smart PLS 3.0 software. The purpose of using this method is to predict the influence of variables X, Y, and Z and explain the theoretical relationship between the three variables. The PLS analysis method is carried out to determine the magnitude of the independent latent construct relationship (endogenous), namely impulsive buying of dependent (exogenous) latent constructs, hedonistic motives, fashion interest, and positive emotions, and the effect of sales promotion moderation.

Outer Model Evaluation

The results of the convergent validity test in Figure 2 show that all indicator variables have an outer loading coefficient value above 0.7. This indicates that the indicator is valid. The AVE value in the latent variable has a valid value that is above 0.5. The initial PLS models proposed in the study involved latent variables of hedonistic motives, fashion interest, and positive emotions.

Composite reliability is used to test the reliability value of indicators on a variable (Ghozali, 2014). Based on the data in Table 3, the composite reliability value of all research variables of > 0.6, which indicates that the variable has met composite reliability with a high level of reliability.

Table 3. Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	AVE
Hedonistic motives	0.946	0.955	0.724
Fashion Interests	0.952	0.96	0.749
Positive Emotions	0.926	0.948	0.819
Sales Promotion	0.958	0.963	0.746
Impulse Buying	0.962	0.968	0.746

Furthermore, the average variant extracted (AVE) value for each indicator is > 0.5 for a good model (Ghozali, 2014). Table 3 shows that the AVE value of each variable has a value of > 0.5. It implies that each variable has good validity.

A variable can be declared reliable or meet Cronbach's alpha if it has Cronbach's alpha value of > 0.7 (Ghozali, 2014). Based on Table 3, it shows that each variable has qualified Cronbach's alpha value, so it can be stated that the entire variable has a high level of reliability.

The results of the convergent validity test in Table 4, hedonistic motive, fashion attractions, positive emotions, sales promotions, and impulsive buying variables for all

indicators have a value above 0.7. Therefore, there is no convergent validity issue in the model tested. This proves that all indicators are valid.

Table 4. Outer Loading

Variable	Indicator	Outer Loading	Description
Sales Promotion	PP1	0.884	Valid
	PP2	0.858	Valid
	PP3	0.876	Valid
	PP4	0.881	Valid
	PP5	0.802	Valid
	PP6	0.832	Valid
	PP7	0.827	Valid
	PP8	0.909	Valid
	PP9	0.897	Valid
Hedonistic Motives	MF.1	0.858	Valid
	MF.2	0.842	Valid
	MF.3	0.866	Valid
	MF.4	0.858	Valid
	MF.5	0.837	Valid
	MF.6	0.83	Valid
	MF.7	0.876	Valid
	MF.8	0.839	Valid
Fashion Interests	KF2.1	0.866	Valid
	KF2.2	0.884	Valid
	KF2.3	0.84	Valid
	KF2.4	0.826	Valid
	KF2.5	0.878	Valid
	KF2.6	0.893	Valid
	KF2.7	0.872	Valid
	KF2.8	0.863	Valid
Positive Emotions	EP3.1	0.925	Valid
	EP3.2	0.909	Valid
	EP3.3	0.886	Valid
	EP3.4	0.9	Valid
Impulsive Buying	PI1.1	0.887	Valid
	PI1.2	0.875	Valid
	PI1.3	0.893	Valid
	PI1.4	0.875	Valid
	PI1.5	0.877	Valid
	PI1.6	0.895	Valid
	PI1.7	0.875	Valid
	PI1.8	0.87	Valid
	PI1.9	0.84	Valid

Subsequently, the discriminant validity needs to be tested. This value is a proper cross-loading factor to find out whether the construct has a good discriminant, namely by comparing the loading value on the intended construct must be greater than the loading

value of other constructs. Table 5 shows that the loading value of each construct is greater than the cross-loading value. This proves that there is no problem with discriminant validity.

Table 5. Cross Loading

Indicators	Variable				
	Positive Emotions	Fashion Interests	Hedonistic motives	Impulse Buying	Sales Promotion
PP1	0.04	0.172	0.082	0.138	0.884
PP2	-0.076	0.101	0.031	0.149	0.858
PP3	-0.025	0.142	0.094	0.117	0.876
PP4	0.048	0.191	0.095	0.177	0.881
PP5	-0.134	0.053	0.021	0.127	0.802
PP6	0.029	0.181	0.128	0.103	0.832
PP7	-0.075	0.093	0.072	0.11	0.827
PP8	-0.012	0.15	0.131	0.201	0.909
PP9	-0.003	0.17	0.135	0.171	0.897
MF1.1	0.391	0.624	0.858	0.575	0.062
MF1.2	0.416	0.646	0.842	0.595	0.108
MF1.3	0.394	0.608	0.866	0.606	0.039
MF1.4	0.51	0.655	0.858	0.57	0.008
MF1.5	0.445	0.662	0.837	0.57	0.076
MF1.6	0.424	0.661	0.83	0.537	0.017
MF1.7	0.435	0.649	0.876	0.627	0.173
MF1.8	0.43	0.59	0.839	0.531	0.228
KF2.1	0.557	0.866	0.647	0.67	0.246
KF2.2	0.583	0.884	0.654	0.614	0.138
KF2.3	0.573	0.84	0.634	0.6	0.115
KF2.4	0.461	0.826	0.609	0.605	0.13
KF2.5	0.53	0.878	0.667	0.559	0.145
KF2.6	0.588	0.893	0.66	0.667	0.092
KF2.7	0.567	0.872	0.661	0.61	0.072
KF2.8	0.527	0.863	0.65	0.629	0.19
EP3.1	0.925	0.601	0.478	0.605	-0.015
EP3.2	0.909	0.603	0.464	0.611	0.09
EP3.3	0.886	0.559	0.443	0.54	-0.102
EP3.4	0.9	0.529	0.444	0.565	-0.068
PI1.1	0.623	0.66	0.556	0.887	0.109
PI1.2	0.599	0.656	0.577	0.875	0.131
PI1.3	0.628	0.625	0.591	0.893	0.103
PI1.4	0.552	0.654	0.614	0.875	0.151
PI1.5	0.542	0.625	0.612	0.877	0.128
PI1.6	0.549	0.604	0.605	0.895	0.153
PI1.7	0.543	0.633	0.599	0.875	0.184
PI1.8	0.487	0.573	0.609	0.87	0.216

PI1.9	0.535	0.624	0.595	0.84	0.201
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Evaluation of Inner Model

The evaluation of the inner model aims to predict relationships between latent variables. From this test, researchers can see the correlation between constructs measured using determinant coefficients (R-square) and t-value. The R-value is used to measure how much a dependent variable can affect an independent variable, while the t-value indicates the significance of influence between latent variables in structural models on hypothesis testing (Abdillah & Jogiyanto, 2009). The inner analysis of the model can be seen about the value of R-square in this study. Evaluation of the first structural or inner model is to look at R^2 . Table 6 shows the value of R^2 .

Furthermore, the inner testing of the model can be done by assessing the value of Q^2 (predictive relevance). $A > 0$ indicates that the model has predictive relevance, while a < 0 indicates that the model lacks predictive relevance (Ghozali, 2011).

Table 6. Model Goodness Test

Testing	Test Results
Impulsive buying (R-square)	0.614
Predictive Relevance (Q-square)	0,376

The Q-square calculation above shows that the model has predictive relevance because $Q^2 > 0$.

The first to sixth hypothesis tests will show whether there is a positive and significant influence on impulsive buying. H_1 to H_6 is accepted if the t-statistical value $>$ t-table (1.96) and p-value $<$ 0.5.

Hypothesis testing was conducted using bootstrapping analysis on path coefficients, which compares t_{count} with t_{tables} . If t_{count} is greater than t_{table} (1.96), the formulation of the hypothesis is accepted, and vice versa. The results of the bootstrapping analysis on the coefficient path of this model can be seen in Table 5, where all proposed hypotheses are accepted.

Table 7 shows the results of bootstrapping values, i.e., hedonistic motives directly, positively and significantly affect impulsive buying. Fashion interest directly affects positively and significantly on impulsive buying. Positive emotions directly affect positive and significant purchases. Sales promotion reinforces hedonistic motives, fashion attractions, and positive and significant positive emotions toward impulsive buying.

Figure 2. Outer Loading

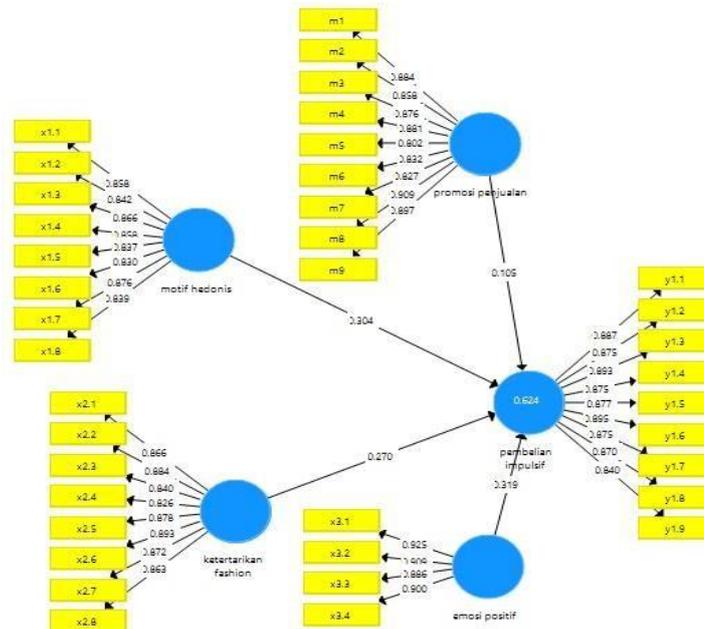


Table 7. Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Hedonistic Motives - > Impulsive buying	0.601	0.594	0.104	5.748	0,000	Accepted
Fashion Interest -> Impulsive buying	0.6	0.599	0.095	6.347	0,000	Accepted
Positive Emotions - > Impulsive buying	0.613	0.598	0.088	6.952	0,000	Accepted
Hedonistic Motives*Sales-> Impulsive buying	0.221	0.228	0.08	2.75	0.006	Accepted
Fashion Interest*Sales Promotion -> Impulsive Purchase	0.195	0.198	0.092	2.123	0.034	Accepted
Positive Emotions*Sales Promotions -> Impulsive Purchase	0.167	0.185	0.082	2.041	0.042	Accepted

DISCUSSION

The Effect of Hedonistic Motives on Impulsive Buying

The results of this study (Table 5) show that hedonistic motives have a positive and significant effect on impulsive buying. The results of this empirical test support previous research conducted by Dhurup (2014) and Amanah and Pelawi (2015) that the higher the hedonistic motives, the more impulsive buying behavior. Impulsive buying can be encouraged when consumers are motivated by hedonistic circumstances or economic reasons, such as pleasure, fantasy, and social or emotional satisfaction. This can also happen when a person shops hedonistically, then he will not consider a benefit of the product to allow for increased impulsive buying behavior.

The Effect of Fashion Interest on Impulsive Buying

The hypothesis test results (Table 5) show that fashion interest has a positive and significant effect on impulsive buying. In accordance with Dhurup's research (2014) and Park (2006), consumer fashion interest is recognized as a behavior that influences a consumer in the impulsive buying behavior of fashion products. This can be interpreted that fashion orientation and fashion interest are traits that arise when consumers are faced with new fashion styles or brands that encourage consumers to make impulsive buying. Consumers exposed to external stimuli such as fashion products will feel the urge to buy impulsively. Because of this, consumers who have a high level of fashion interest are more likely to produce the emotions needed for impulsive buying (Park et al., 2006).

The Effect of Positive Emotions on Impulsive Buying

The results of this study (Table 5) show that positive emotions have a positive and significant effect on impulsive buying. The results of this empirical test are in line with Park et al. (2006) and Dhurup (2014), which stated that positive emotions positively affect the fashion-oriented impulsive purchase. This implies that positive emotion is a stimulus to buy a fashion product; therefore, impulsive consumers will be willing to spend high shopping costs. Consumers with positive emotions, such as being happy, satisfied, and excited when shopping, are likely to make impulsive buying. Parkson Department stores need to understand the positive emotions of consumers because this will benefit the company if it has the right strategy to take advantage of such consumer behavior.

Sales Promotion Reinforces the Influence of Hedonistic Motives on Impulsive Buying

Hypothesis test results (Table 5) show that sales promotion can moderate/strengthen the influence of hedonistic motives positively and significantly on impulsive buying. This corroborates Amanah and Pelawi (2015) and Amara and Kchaou (2014), contending a simultaneous influence of sales promotion and hedonistic spending on impulsive buying. Therefore, the more intense sales promotions carried out by marketers will cause the emergence of hedonistic motives that lead to impulsive or unplanned buying behavior. This will be an advantage for Parkson Department Store if its marketers can determine an excellent promotional strategy to encourage consumers with a high level of hedonistic motives to satisfy their passion and curiosity in shopping for fashion products.

Sales Promotion Reinforces the Influence of Fashion Interest on Impulse Buying

The results of this study (Table 5) show that sales promotion can moderate/ strengthen the influence of fashion interest positively and significantly on the latent variables of impulsive buying. This empirical test supports Murugantham (2013), which shows that fashion interest in impulse buying can be amplified by sales promotion. The results of this study can be interpreted that sales promotions conducted by Parkson Department Store can encourage customers who have involvement or interest in fashion to be impulsive when shopping for fashion products. Consumers always follow fashion trends and make it essential to shop without planning it in advance because it is caused by sales promotions that tantalize them.

Sales Promotion Reinforces the Influence of Positive Emotions on Impulsive Buying

The results of this study (Table 5) also show that sales promotion can moderate/strengthen the positive and significant influence of positive emotions on the latent variables of impulsive buying. This supports Amanah and Pelawi (2015), contending that the emergence of positive emotions that include pleasure, happiness, satisfaction, and the like in the person because of an attractive sales promotion leads to impulsive buying behavior. Park et al. (2006) stated that positive emotions could arise

due to the influence of the desired product or promotion, such as discounts, gifts, buy one get one, and several other promotional strategies.

CONCLUSION

This study provides empirical evidence that hedonistic motives, fashion interest, and positive emotions directly affect impulsive buying. Sales promotion roles are proven to moderate or strengthen the influence of hedonistic motives variables, fashion interest, and positive emotions on impulsive buying. The results imply that Parkson Departement Store in Yogyakarta, as one of the fashion outlets in Indonesia, can take advantage of sales promotions to attract customers who have hedonistic motives, fashion interests, and positive emotions to encourage customers to make impulsive buying of fashion products. In addition, by creating an excellent positive emotional atmosphere for consumers by up-to-date fashion and continuing to innovate models and patterns that are not marketed, it will encourage someone interested in high fashion to be an opportunity for marketers to attract their interest in shopping impulsively or unplanned.

This study highlights that hedonistic motive has a significant influence since sales promotions strengthen the influence of this variable on the impulsive buying behavior of Parkson Department Store customers. Therefore, as a marketer of fashion products, they need to be more interactive in providing information about fashion products by following the latest trends, with innovative motives or models and offers. Attractive promotions can add consumers with high hedonistic shopping motives to encourage them to make product purchases impulsively.

Further research should take samples in major cities in Indonesia other than the city of Yogyakarta to obtain more generalized conclusions. The differences in characteristics of each city or region of cultural, demographic, and infrastructure aspects provide an opportunity for further empirical research on the impulsive buying behavior of fashion products in Indonesia. In addition, because most of the respondents are students, the conclusions are less generalized in Yogyakarta; re-researching with samples of various jobs is necessary to represent the population. Future studies can add other variables that have not been studied, such as credit cards, as it is mainly used for payments leading to impulsive purchase.

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DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest with respect to the research, authorship, and or publication of this article.

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